



FASHION INTERNATIONAL

NEWS AND VIEWS OF THE INTERNATIONAL FASHION WORLD

185 East 85th Street, New York, N.Y. 10028 - (212) 289-0420

Vol. VII, No. 3, December 1978

DESIGNER SPORTSWEAR SEPARATES ADD UP TO COLORFUL WARM WEATHER LOOKS

- ... Jackets are cropped, cutaway, peplumed, belted
- ... Tops include shirts, blouses, tanks, T-shirts, camisoles, wraps
- ... Skirts are wrapped, slit, side-buttoned or pleated
- ... Pants are pegged, ankle-tapered, tailored; jockey-pants, shorts
- ... Fabrics -- cotton, linen, silk, cool knits ... Colors rampant

JACKETS -- COTTON: Black-collared riding jacket; red, white, blue, teal (Gil Aimbez/Genre), low-double-breasted unconstructed poplin, shawl collar, shoulder yoke, patch pockets, optional belt; magenta, royal, yellow (Saz Sport), soft one-button unlined Madras, push-up sleeve, belted; tangerine or grape terry (Kasper/J.L.Sport), back-belted tan or olive gabardine blazer (Ralph Lauren), mandarin collar cranberry or cordovan poplin windjammer (Perry Ellis/Portfolio) ... LINEN: Copper or bronze mandarin jacket, horn buttons (Kasper), carob color sleeveless, button-down collar, hidden button-front, elastic waist (Ellis), honey or eucalyptus one-button cropped cutaway, action back (Anne Klein) ... SILK: One-button raw silk spencer; tobacco, rose, cream (Kasper), oversize double-breasted silk-tweed blazer; navy, alabaster (A.Klein), one-button jockey silk/acetate jacquard, pleated V-neck, peplum; red, teal, iridescents (Genre).

TOPS -- SHIRTS: Cotton oxford button-down white, pastels; pink- blue- or tan-striped placket front camp shirt (Lauren), roll-up drop-shoulder cotton signature shirt, small collar on band; blue, black, milk, fawn, oxblood (Ellis), platinum satin-charmeuse roll-collar long sleeve (Anne Klein) ... T-SHIRTS: Cropped striped ribbon-knit, boat neck, short drop shoulder; olive, sandalwood, gold (Genre), navy or cream matte jersey (Kasper), hand-knit cotton muscle-T; honey, eucalyptus (A.Klein) ... TANKS: Winduppane V-neck, pleated front & back; natural/peach, black/white (Saz), hand-knit cotton midriff-cropped; blue, maize, peach (Ellis) ... OTHER: Long sleeve poly/lino stripe pleated blouse; rose, tobacco, cream; matte jersey crisscross camisole; bronzine, copper, rose, navy, cream (Kasper), striped-dotted cotton voile overblouse; yoked & Shirred; blue, red, green, teal (Genre), short sleeve cotton terry wrap; spruce, claret, black (Lauren).

SKIRTS -- COTTON: Iridescent blue, gold, orange, mauve wrapover (Saz), front-buttons, waist buckles, side pleats; red, white, blue, teal (Genre), Madras-stripe button-front;

(continued on page 3)

COPYRIGHT 1978, FASHION INTERNATIONAL

FASHION INTERNATIONAL HIGHLIGHTS:

SUITABLE SPRING SEPARATES

- ... BLOUSES, shirts, tunics
- ... SKIRTS: Wrapped, slit, pleated
- ... JACKETS to match or contrast
- ... CREPE DE CHINE, a winner - cotton, linen, silk, rayon, tissue faille returns
- ... "HOT" COLORS SCORE: Peacock blue, iris, amethyst, emerald, jade -- hot pinks, dusty greens -- yellows, iridescents

SURPLICE LOOKS -- CREPE DE CHINE: Cap sleeve basic wrap...Sleeveless charmeuse Grecian-surplice (Scott Barrie/Blouserie), long sleeve soft wrap, front & back Shirred yoke (Pierre Cardin), sashed sidewrap (John Yang/Silk Fashion Group).

V-NECK SHIRTS -- Crepe de chine Shirred shoulder short sleeved (Cardin) -- silk: long or short sweatshirt, matching cotton-knit trim (Kenar), long sleeve blouson (Barrie) ... OTHER: Silk broadcloth three-button bowling shirt (Kenar), poly tissue faille retro, short roll sleeve, shoulder seam tucks (Halston VI), multi-dot short sleeve cotton, rosewood rayon mesh T-shirt, silk trim (Jupe Int'l.).

BANDED NECK SHIRTS -- LONG SLEEVE: Pinestripe polyester, pocket, soft shoulder tucks front and (continued on page 4)

Sex sells. In both media. But when it verges on the vulgar it becomes a fashion caveat. In fact, some designers freely admitted their "red light" runway collections were just ballyhoo; styles for actual selling remained in their showrooms. And decidedly new directions did emerge in both Paris & Milan:

- ... A body-conscious silhouette is IN -- the big sloppy look is OUT
- ... Heads are covered -- shoulders bared -- waists stressed -- legs overexposed
- ... Strapless pouter pigeon bustiers boned to stay up, cinched waists & padded peplums could signal an hour glass revival
- ... Short, shapely suits -- boleros -- spencers -- rounded cutaways -- peplums
- ... Narrow skirts end at knee or above -- back dipping hems -- front-pointed triangulars -- slit, slashed, unwrapped, barely-there skirts
- ... Pants worn under short dresses, tunics, skirts -- Short-shorts, Bermudas, pedal pushers, above-ankle, ankle-slimmeds
- ... Sailor theme leads -- middy blouses, pea jackets, sailor suits, gold braid & buttons, navy pompons, anchor trims, boating prints
- ... Shoulder-puffed sleeves, new alternative to padded shoulders
- ... Peplums emphasize hips -- ruffles accent hips & uneven hem-lines -- pleats -- iridescents -- child's paint box colors -- polka dots -- cotton, woven, knit & jersey, vies with weightless silks

EVERYBODY LOVES A SAILOR: Sea-going motifs on burgundy/white/navy gabardine or cotton separates -- middy blouses & pea jackets over Bermuda & pedal pushers: neat rows of mother-of-pearl buttons race down sides of straight trousers & centers of narrow skirts (Yves St. Laurent) -- navy pantsuits: midshipmen (naval cadets) middy jackets, huge white middy collar, striped dickey; officers double-breasted jackets, white middy collars, gold-buttoned navy or white; navy linen knee-length sailor coats (Claude Montana) -- white middy-collared sailor jackets, even over shiny polka dotted tunic/pants & skirts (Angelo Tarlazzi).

MORE SUITS: Black, white, pique bustiers under white pique or black silk suits, or over pants, shorts; padded peplum/contrast hobble-hem skirt; monotone flat silk peplums (Lagerfeld/Chloe) ... Gold-buttoned navy (Valentino), notched round collar gabardine/cuffed Bermudas (YSL) ... Waist-touching striped cotton or satin boleros over skirts, trousers, shorts; two-tone paint box color linens (Montana) ... Wide cinch-belted, bolero-dancer's back-dipping skirt hems (Jean-Claude de Luca) ... Rounded cutaway jackets over slim wrap skirts (Ungaro) ... Skirt & pantsuits in silk, linen, suede, georgette/one-button, U-neck silk shirts (Giorgio Armani).

DRESSES: White pique notched collar (short sleeve) cuffs & triangle pocket flaps on belted slims in navy solid silk or printed cotton; bright silk dresses/bold linen jackets (Givenchy Nouvelle Boutique) -- triangular skirts with point in front; detachable peplums (Chloe) -- slim backwraps (Montana), with contrast color hem borders (Pablo & Delia) -- bright shooting stars & new moons on black or white silk crepe, the shirt print sometimes a miniature of that on the skirt (YSL) -- silk prints/crepe de chine shorts; short open-front dresses, contrasting top & shorts (Dior) -- belted broad-shoulder sheaths/sheer blazers (Armani).

SEPARATES: Bright color blouses with black polka dots/hip-yoked skirts; shock-color jersey waist-cropped middies/narrow skirt or roomy pants/knit cardigan with long, narrow, contrast color shawl collar; waist-cropped jacket/silk blouse/narrow skirt (YSL) -- bright chenille sweaters/shorts or straight skirts (Chloe) -- pin stripe windowpane, cotton slit tunics/straight above-ankle trousers; striped scalloped cotton petal skirts, deep front slits/pants (Montana) -- asymmetric-wrapover polka dot skirts/striped jackets (Krizia) -- superb sueded & leathers/silk jersey wrapover pieces (Versace).

AFTER-5 & EVENING -- BACK-DIPPING HEMS: Back-dip & handkerchief points (Valentino), knife-pleat insert to above-ankle, from knee-length front silk crepe de chine (Montana) -- with ruffles & flounces: calla lily effect (Givenchy), Flamenco (Pablo & Delia), samba (de Luca) ... BUSTIERS: Boned & padded, print, polka dot, solid silk crepe de chine, front-pointed triangular skirt for cocktails (Chloe), bright fruit-print cocktails, deep front slits (Vicky Tiel), calla lily shaped, like skirt hem (Givenchy) ... TUNICS: Polka-dot chiffon (Valentino),

over floor length cigarette skirts (Issey Miyake), pleated georgette (YSL) ... OTHER: Black, white, Irish hand-crochet fitted separates (Givenchy) -- short Beaubourg print dresses & peplum tops/pedal pushers; suits & pantsuits (de Luca) -- wax-paper-like big-hood trench-coats (Miyake).

FABRICS -- SHIMMER & SHINE: Sateen, chintz, glazed cotton, lacquered surfaces, iridescent silk, satin, cire, colored metallics, gold & silver lame

SHEERS: Cotton, georgette, chiffon, voile, organdy, tulle, lace

SURFACE EFFECTS: Matelasse, silky knits, silk crepe, bourette, crinkle crepe, crepe de chine ... TRADITIONALS: Linen, poplin, gabardine, jersey, terry, indigo denim, leathers & suedes

PRINTS -- UBIQUITOUS POLKA DOTS: Pin, aspirin, coin, saucer, allover or random-spaced ... STRIPES: Wide, narrow, pin, club, regatta, awning

FLORALS: Spaced flat flowers, jungle & leaf motifs, allover florals

NOVELTIES: The cosmos, figuratives, conversationals

COLORS: Anchors-aweigh navy ... Neon & shock brights: chrome yellow, hot orange & pink, shocking magenta, tomato & lipstick reds ... Rainbow colors ... dusty desert tones ... Black, especially as ground color ... White

HATS -- LACQUERED LUSTRE: Lacquered straw & raffia-straw, in portrait coolie & other big brims, sailors, boaters & mini-pagodas: in pillboxes, discs & just about any small shape you can tilt rakishly over one eye; lacquered feathers

SHOES -- HIGH HEELED: Sandals, slings, slides, d'Orsay & open-toe pumps ... LOW-HEELED: Spectators, moccasins, flat sandals

#####

DESIGNER SPORTSWEAR SEPARATES ADD UP TO COLORFUL WARM WEATHER LOOKS (continued from page 1)

buttoned fly-front surplice dirndl (Lauren) ... OTHER: Slim fly-front linen, tucked pocket, inverted back pleat, copper penny, silver dollar; short wildsilk button-back; mist, woodrose, fawn (Ellis), district check silk wrapover, navy/alabaster; slim navy gabardine slit on both sides; honey or eucalyptus suede tulip skirt (A.Klein), side-slit elastic waist matte jersey pull-on; rose, cream (Kasper), nubby-knit cascade-front wrap, dyed straw belt; red, blue, teal (Genre).

PANTS -- SHORTS: Pleated Madras surplice wrap, buttoned fly (Lauren), tri-color cotton-knit, drawstring waist; short acetate/poly jockey pants tied below knee, wide iridescent leather belt (Genre) ... PEGGED PANTS: Poplin pleat-fronts, big pockets; tan, navy, ecru (Lauren), slim gabardines, stitched-down pockets; navy or alabaster linen, side-bottom slits (A.Klein) ... OTHER: Navy, grenadine or cream linen trouser; also in tobacco, rose or cream raw silk (Kasper), pleat-front striped cotton, cuffed narrow leg (Saz), man-tailored charcoal linen pleat-fronts; ankle-tapered linens (Ellis).

#####

IMPORTANT DATES

N.Y.-Intimate Apparel Market Week.Jan. 8-19
N.Y.-National Boutique Show..... Jan. 4-7
MIAMI BEACH-Nat'l Tennis Fashions.Jan. 7-9
N.Y.-Summer Ready-To-Wear.....Jan. 8-19
HONG KONG-Annual RTW Festival.....Jan. 13-18
N.Y.-NRMA Annual Convention.....Jan. 14-17
DALLAS-Summer RTW Market Week.....Jan. 19-23

MIAMI-Summer RTW Market Week.....Jan. 19-23
L.A.-Men's Fashion Assn.....Jan. 24-28
CHICAGO-Summer RTW Market Week....Jan. 26-30
PARIS-Spring/Summer Couture.....Jan. 28-Feb.2
ATLANTA-Summer RTW Market Week....Feb. 3-7
PARIS-SEHM (Menswear).....Feb. 3-6
FLORENCE- MAIT (Knitwear).....Feb. 3-6
FLORENCE- PITTI BIMBO (Children's) Feb. 3-6

PARIS-PRET-A-PORTER.....April 7-11

#####

SUITABLE SPRING SEPARATES (continued from page 1)

back (Halston VI), yarn dyed track stripe, cargo pockets (J.M.Chemise/Silk Fashion Group), polyester jacquard (Kenar), silk crepe de chine, front & back Shirred, narrow cuff (Soo Yung Lee/U.M.I.) ... OTHER: Drop shoulder crepe de chine, piped collarband and yoke (Barrie), roll-up sleeve silk broadcloth, two patch pockets (Kenar).

SUITABLE SHIRT-BLOUSES -- CAP SLEEVES: Flange-shoulder silk crepe de chine, narrow shirt-collar (Lee), draped neck crepe de chine (Jupe), shawl collar plastron front crepe de chine (Bagarre) ... SHORT SLEEVES: Crepe de chine sailor shirt (Barrie), small collar cotton-poly, flange shoulder, inside pocket (Lady Manhattan) ... LONG SLEEVES: Iridescent silk fly-front, small rounded collar, placket-front Indian cotton, button-down collar & pocket (Kenar), crepe de chine tucked front, Peter Pan collar; sapphire, navy, emerald, red, pearl, white (J.M. Chemise), poly-georgette, revers, soft tucks from back yoke (Halston VI) ... Shirred dolman sleeve poly-georgette, rounded collar, placket front (Kenar).

TUNIC LOOK -- CREPE DE CHINE: Cap sleeved, collared pullover, tie around neck (Halston VI), push-up sleeve shirt (Cardin), side-slit silk, belt, padded shoulder (Kenar) ... OTHER: Short sleeve flat-acetate boucle, bateau neck, cummerbund (Elyse Fashions) -- beige linen-weave rayon V-neck, dolman, cummerbund (Cardin) -- long sleeve iridescent silk placket-front, rounded collar (Kenar) -- cotton-poly neckband collar pullover, long sleeve with tab, flap pocket (Manhattan).

JACKETS -- Contrast piped crepe de chine blazer, padded shoulder; contrast piped and lined charmeuse cardigan (Barrie), loose, belted linen-blend (Cardin), small unconstructed cotton poplin, pockets, tie belt (Halston VI), easy-shape poly-cotton, notch collar, two pockets (Lady Manhattan).

SKIRTS -- WRAPT ATTENTION: Rayon -- beige boucle front-wrap, inverted pleat; linen-blend: front-wrap pull-on, front-pleated (Something Special), beige front- & back-wrap (Alice & Eric), silk-linen-blend, slim front-wrap (Halston VI), cotton-flax-blend, self belt, natural (Manda II) ... Cotton -- poplin, piped pocket (Jupe), chino, slim, pleated (Alice & Eric) ... Printed crepe de chine front-wrap, pockets (Bagarre).

SKIRTS -- SLIM & SLIT: Side slit -- rayon-poly, elastic waist, holster pockets; natural flax-rayon blend fly-front (Manda II) ... poly-jacquard pull-on, self tie-belt, bright neon hues (Cardin), rayon-linen; buttons down one side, slit on the other; Top-stitched, eased-waist navy denim, off-center slits (Something Special) ... Back slit -- tucked waist cotton-blend leno, cummerbund (Elyse) ... Double-slit silk & cotton, panel front (Jupe).

SKIRTS -- STRAIGHT PLUS PLEAT: Side-pleated cotton-poly, back yoke (Manda II), pleated front tattersall check silk, pockets, leather belt, horizontally stitched raw silk, front pleat, arrow pockets (Jupe), center-slit rayon-linen, stitched-down pleats (Elyse), cotton poplin pleat-and-fly-front trouser skirt, pockets (Halston VI).

#####

"1001 TREASURES OF DESIGN" -- (Through Jan. 6). Treasures collected from the market places of the world by Adele Simpson and her husband, the late Wesley Simpson. Ethnic costumes; military uniforms from 18th century to the present; dolls, books & designer fashions; and some of Adele Simpson's own creations. At Fashion Inst. of Tech., 227 W. 27 St., N.Y.

FASHION INTERNATIONAL • NEWS AND VIEWS OF THE INTERNATIONAL FASHION FIELD

Publisher: Ruth, Finley, FASHION CALENDAR
Contributing Editors: Lee Slaughter, New York Alice Meyer, New York & Florence, Italy
Daisy Goldsmith, New York Lotte Parker, New York
Eleanora Mutarelli, Rome Dorothy Silverman, New York
Betty Ellen Eisler, New York

Six month subscription ... \$30.

One year subscription ... \$49.

Published monthly by FASHION INTERNATIONAL, 185 East 85 Street, N.Y., N.Y. 10028 (212) 289-0420